

**A SYSTEM AND METHOD FOR  
BUSINESS ANALYSIS AND PLANNING**

**ABSTRACT OF THE DISCLOSURE**

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A system and method for analyzing a business comprising generating a matrix for analysis and planning that utilizes trend changes in the Average Selling Price (ASP) of End-User Products (EUP) and the trend changes in the OEM price of specific components used in the EUP to provide quantifiable "fact based" analysis, quantification, planning, and measurable actions for developing profitable business plans and tracking their progress against the business objectives.

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